PIERCE COUNTY WORKFORCE DEVELOPMENT COUNCIL

WDC Meeting
Agenda
December 12, 2019
3:00-4:30 p.m.
Urban Elk at Allenmore – Sam Allen Room

April Gibson, Chair
Steve Gear, 1st Vice-chair
TBD, 2nd Vice-chair
Joyce Conner
April Gibson
Darci Gibson
Bruce Kendall
Dale King
Mandy Kipfer
Nathe Lawver
Mark Martinez
Tim McGann
Dona Ponepinto
Patty Rose
David Shaw
Dereck Spivey
Ron Thalheimer
Blaine Wolfe
Lin Zhou

1. **Welcome**
2. **Introductions**
3. **Consent Agenda**
   - Approve October 17, 2019 minutes
4. **Young Adult Presentation – Jesse Becerra**
5. **Power Up Pierce and Live.Work.Pierce Outreach Analytics**
6. **2019 Top 10 Happenings**
7. **Closed Session**
   - CEO Search
8. **Adjourn**

WorkForce Central Staff
Linda Nguyen, CEO
lnguyen@workforce-central.org

Deborah, Howell, Vice President of Innovation & Strategy
dhowell@workforce-central.org

Jan Adams, Executive Assistant
jadams@workforce-central.org

WorkForce Central
3640 S. Cedar St. Suite E
Tacoma, WA 98409
www.workforce-central.org

PIERCE COUNTY
WORKFORCE
DEVELOPMENT COUNCIL

WDC Meeting
MINUTES
October 17, 2019
3:00-4:30 p.m.
WorkSource One-stop Center 2121 State St. 3rd Floor Alder Room

April Gibson, Chair
Steve Gear, 1st Vice-chair
TBD, 2nd Vice-chair
Joyce Conner
April Gibson
Darci Gibson
Bruce Kendall
Dale King
Mandy Kipfer
Nathe Lawver
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Attendees: April Gibson, Tim McGann, Dale King, Nathe Lawver, Patty Rose, Darci Gibson, Steve Gear, Blaine Wolfe, Mandy Kipfer, Dave Shaw
Staff: Linda Nguyen, Josh Stovall, Deborah Howell, Jan Adams
Guests: Lori Keller

1. **Welcome/Call to order/Safety Briefing**
   April called the meeting to order at 3:00 p.m. Dale and Tim provided the safety briefing.

2. **Introductions**
   Lori Keller attending for Dr. Zhou.

3. **Public Comment**
   None

4. **WorkForce Central Executive Board update – April Gibson**
   April gave an update from yesterday's board meeting.

5. **Consent Agenda**
   - **Approve September 19, 2019 minutes**

   Motion to approve the Consent Agenda made by Dale; seconded by Tim. Approved.

6. **Medical Assistant Apprenticeship Presentation – Darci Gibson**
   Linda gave a background and introduced Darci who gave the MA apprenticeship presentation. There was discussion around out the program will work as well as who can join the consortium. Dave suggest she get Maria Cantwell and Patty Murray involved. Darci noted the cost of the program is about $3,000 per student, but they have received a grant for the first 20 students.

7. **CEO Report**
   - **Bold Goals Quarter 1 Dashboard**
     Linda gave a background and review of the dashboard. Deborah presented the results and Josh explained the new look and how to read and navigate the dashboard. They explained the results and noted some partners were still working on getting their data to us. April asked if there was a way to hold the system partners accountable for providing data. Dave asked what the objective is for this data. Discussion continued on how to get the data and how to use it. Dave suggested one of the committees take this data and work with it. The Talent Pipeline Committee
   - **Annual Audit by WA State Auditor's Office**
     Linda gave a brief overview and noted there were no findings. There was a management letter stating our procurement guidelines should reflect the more restrictive policies that are in alignment with the County and City. She also noted the Young Adult provider refunded to us non-allowed costs for about $1782

- **Career Connected Regional Network Partnership**
  Linda gave an overview of the program and noted we can replicate best practices from King County.
- **Workforce Development System Customer Satisfaction Report**
  Linda noted we have been gathering feedback for about 37 weeks. She explained how it is collecting and how it is being used. Josh presented the customer satisfaction results noting about 200 responses per month, the One-stop center at 89% overall satisfaction this quarter, but we can drill down to all the partners who have access to the survey. It can also be

8. WDC Committee Report Out

Talent Pipeline – Nathe Lawver noted they met Tuesday examining future trends to determine an area of focus.
Business Services – Steve Gear noted they also met last week with a focus on where we want to be in five years and developing a roadmap to accomplish the goals.
CQI Certification Committee – Dave noted there was a review this week and a site visit scheduled for November 8th. Outreach to several other non-profit to gauge interest in the CQI process.

9. Other business

April noted she will be out of the country next month. Motion made to cancel the November meeting made by Dave; seconded by Dale. Approved.
Linda noted WFC has leased a suite with a meeting space and asked if the group would like to move the meetings to the Cedar St. location. The group made the decision to stay at the One-stop center.

10. Closed Session

- CEO Search

Motion to go into closed session made by Dale; seconded by Dave. Went into closed session at 3:56 p.m.
Returned from closed session at 4:32 p.m..

11. Adjourn

Motion to adjourn made by Dale; seconded by Blaine. Meeting adjourned at 4:33 p.m.

WORKFORCE CENTRAL WEBSITE ANALYTICS

WORKFORCE CENTRAL
DECEMBER 12, 2019

GOOGLE DISPLAY ADS: 11/19-12/16 & 1/6-26

- Google display ad started 11/19 to draw people to Live. Work. Pierce. (jobs portal) and Power Up Pierce web pages
- Targeting adults aged 25-45 and whose income is under $50K in Tacoma/Seattle

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	136.96% ▲ 1,045 vs 441	176.05% ▲ 853 vs 309	69.77% ▲ 00:04:43 vs 00:02:47	291.40% ▲ 728 vs 186	55.43% ▼ 29.00% vs 65.05%	41.87% ▲ 75.60% vs 53.29%
1. /job-seekers/find-a-job/						
Nov 19, 2019 - Dec 11, 2019	**1,045** (100.00%)	853 (100.00%)	00:04:43	728 (100.00%)	29.00%	75.60%
Oct 27, 2019 - Nov 18, 2019	**441** (100.00%)	309 (100.00%)	00:02:47	186 (100.00%)	65.05%	53.29%
% Change	**136.96%**	**176.05%**	**69.77%**	**291.40%**	**-55.43%**	**41.87%**

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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	497.62% ↑ 251 vs 42	656.25% ↑ 242 vs 32	52.95% ↓ 00:03:28 vs 00:07:22	725.93% ↑ 223 vs 27	47.53% ↑ 92.89% vs 62.96%	71.89% ↑ 90.04% vs 52.38%
1. /power-up-pierce/						
Nov 19, 2019 - Dec 11, 2019	**251** (100.00%)	242 (100.00%)	00:03:28	223 (100.00%)	92.89%	90.04%
Oct 27, 2019 - Nov 18, 2019	**42** (100.00%)	32 (100.00%)	00:07:22	27 (100.00%)	62.96%	52.38%
% Change	**497.62%**	**656.25%**	**-52.95%**	**725.93%**	**47.53%**	**71.89%**

WORKFORCE CENTRAL VISITORS BY CITY OF ORIGIN

Where do our website visitors come from? A snapshot of 11/19-12/12.

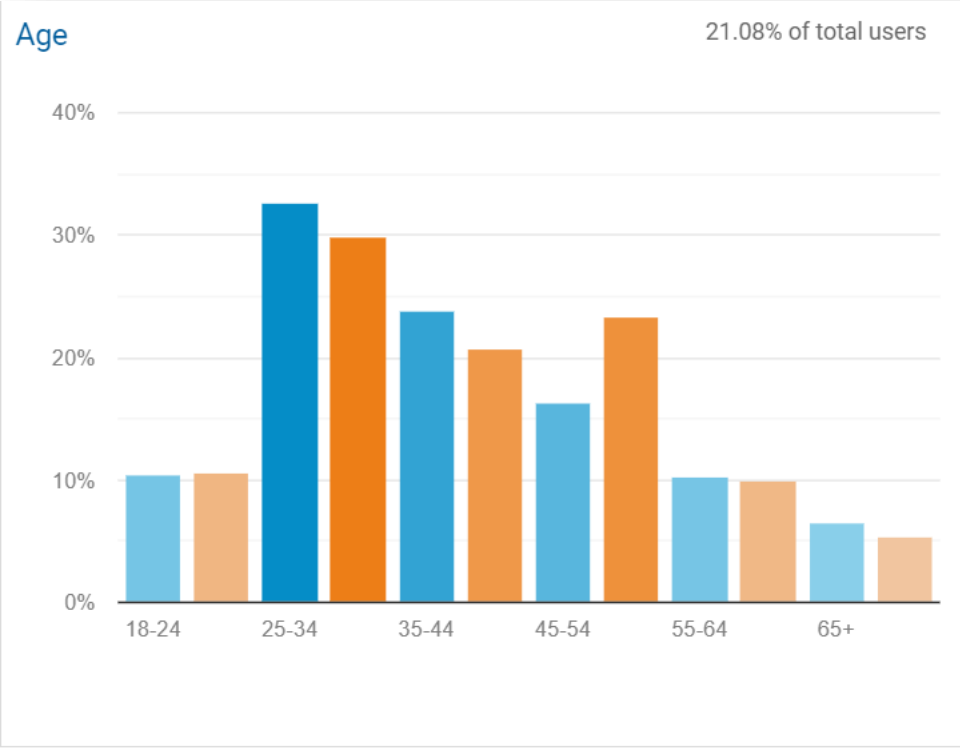
	Users	New Users	Sessions
	1,712 % of Total: 84.13% (2,035)	1,590 % of Total: 83.64% (1,901)	2,110 % of Total: 84.54% (2,496)
1. Tacoma	**589** (33.52%)	519 (32.64%)	755 (35.78%)
2. Seattle	**322** (18.33%)	297 (18.68%)	372 (17.63%)
3. South Hill	**163** (9.28%)	150 (9.43%)	201 (9.53%)
4. Lakewood	**101** (5.75%)	91 (5.72%)	120 (5.69%)
5. Puyallup	**88** (5.01%)	80 (5.03%)	99 (4.69%)
6. Gig Harbor	**58** (3.30%)	54 (3.40%)	60 (2.84%)
7. (not set)	**47** (2.68%)	46 (2.89%)	52 (2.46%)
8. Spanaway	**39** (2.22%)	38 (2.39%)	46 (2.18%)
9. Bonney Lake	**38** (2.16%)	35 (2.20%)	38 (1.80%)
10. Elk Plain	**38** (2.16%)	38 (2.39%)	40 (1.90%)

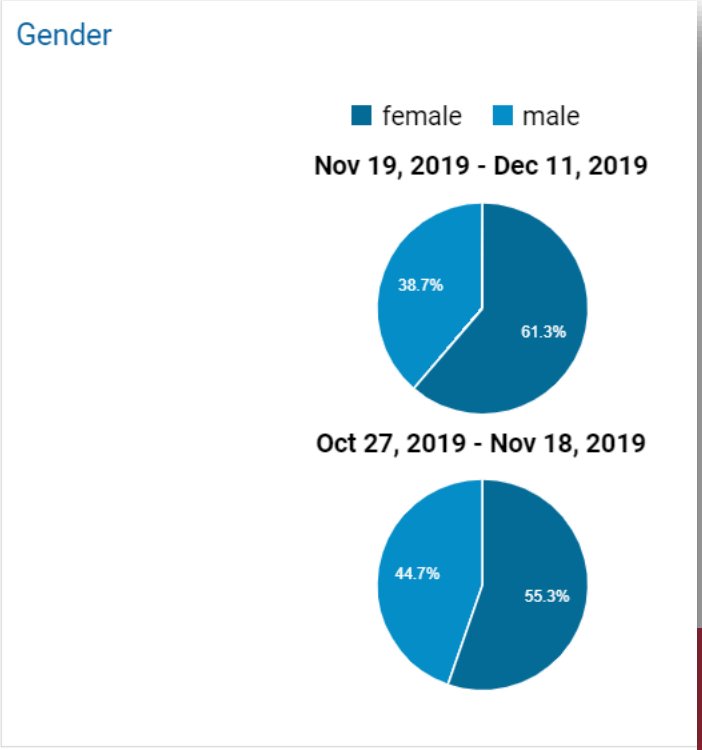
TOP EVENTS – CLICKS ON WFC WEBSITE BUTTONS

Event Label	Total Events ↓	Unique Events
	1,705 % of Total: 92.86% (1,836)	961 % of Total: 91.35% (1,052)
1. Find a Job	**1,689** (99.06%)	955 (99.38%)
2. PUP contact form	**11** (0.65%)	5 (0.52%)
3. PUP call/text	**5** (0.29%)	1 (0.10%)

*Data from 11/19-12/12 (same period as Google ads)

WFC WEBSITE DEMOGRAPHICS COMPARISON





WFC'S YOUNG AUDIENCE

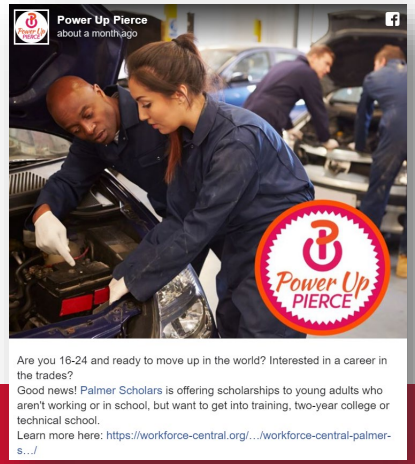
Drilling down, we see that:

- **For 18- to 24-year -olds**, the Live.Work.Pierce. jobs portal is their No. 2 choice after the home page.
- This is followed by job seekers/young adults, then by job seekers/job fest.

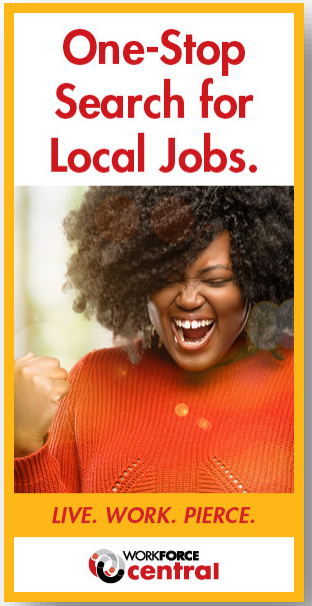
Gender	Page	Acquisition		
		Users ↓	New Users	Sessions
		712 % of Total: 4.25% (16,746)	484 % of Total: 2.91% (16,625)	635 % of Total: 2.63% (24,103)
1. female	/	152 (17.88%)	116 (23.97%)	161 (25.35%)
2. male	/	111 (13.06%)	91 (18.80%)	117 (18.43%)
3. female	/job-seekers/find-a-job/	100 (11.76%)	32 (6.61%)	62 (9.76%)
4. male	/job-seekers/find-a-job/	63 (7.41%)	25 (5.17%)	40 (6.30%)
5. female	/job-seekers/young-adults/	49 (5.76%)	26 (5.37%)	27 (4.25%)
6. female	/job-seekers/jobfest/	36 (4.24%)	29 (5.99%)	34 (5.35%)
7. female	/job-seekers/explore-careers-2/	34 (4.00%)	3 (0.62%)	4 (0.63%)
8. male	/job-seekers/jobfest/	32 (3.76%)	28 (5.79%)	31 (4.88%)
9. female	/2018/07/02/so-much-job-growth-why-is-the-unemployment-rate-still-high/	30 (3.53%)	30 (6.20%)	30 (4.72%)
10. female	/about/our-staff/	25 (2.94%)	5 (1.03%)	8 (1.26%)
11. female	/about/wioa-policies/	24 (2.82%)	14 (2.89%)	16 (2.52%)
12. male	/2018/07/02/so-much-job-growth-why-is-the-unemployment-rate-still-high/	24 (2.82%)	24 (4.96%)	24 (3.78%)
13. male	/job-seekers/explore-careers-2/	24 (2.82%)	5 (1.03%)	7 (1.10%)
14. male	/job-seekers/young-adults/	23 (2.71%)	12 (2.48%)	13 (2.05%)
15. female	/job-seekers/pathways/	21 (2.47%)	7 (1.45%)	9 (1.42%)
16. female	/about/our-mission/	17 (2.00%)	2 (0.41%)	3 (0.47%)
17. female	/power-up-pierce/	17 (2.00%)	12 (2.48%)	18 (2.83%)
18. female	/about/our-leadership/	14 (1.65%)	3 (0.62%)	5 (0.79%)
19. female	/job-seekers/careerday/	12 (1.41%)	8 (1.65%)	10 (1.57%)
20. male	/about/our-staff/	11 (1.29%)	4 (0.83%)	5 (0.79%)

POWER UP PIERCE FACEBOOK

- Since launch in February, PUP Facebook has reached **259,792** people
- Power Up Pierce Facebook content has been shown to users **342,695** times



LWP AND PUP GOOGLE DISPLAY ADS



QUESTIONS?

Candice Ruud
Communications Director
cruud@workforce-central.org

WDC Report out as of November 2019
From Lori Strumpf, Workforce Strategist

I. The MOU (Memorandum of Understanding) identifies 7 System Integrators. They are numbered below with an update on progress of each.

1. Common Referral System. Has been in place for about a year. All partners are using it except DVR due to security issues.

2. Common Technology including an Integrated Platform (for data entry, portal, eligibility applications, etc.). We have an automated referral system and have begun to launch an automated contact management system for businesses - Salesforce

3. Single point of contact, one system approach, for businesses to access services. Created the system wide Business Solutions Team which-has meet 4 times. 10 of 17 partners participate as they are the partners who see business as a primary customer. The team has created an action plan with 4 priorities:

- ***Objective 1. Develop a coordinated, systematic, team approach to business outreach and engagement. Priority Strategy:***
  - 1.2 Establish a culture of using a consultative process and approach to the businesses served
  - 1.3 Create process workflow maps

- ***Objective 2. Build the talent pipeline in the six Priority Industry Sectors established by the WDC***
  - 2.1 Identify/map what employer 'advisory' groups/employer roundtables already exist, e.g. colleges, ESD, WDC, etc.

- ***Objective 3. Expand workbased learning opportunities***
  - 3.1 Create an inventory and portal of employers willing to provide workbased learning opportunities

4. Cross Agency Training/Professional Development

- Training plan starting in January 2020 with a focus on cultural competency, customer service, using LMI in career coaching, management level coaching

5. Workforce Skill Standards (common set of 'work readiness' competencies) – on hold

6. Common data collection system, including customer satisfaction (see below)

7. Information Sharing. Being done through the automated systems mentioned above.

II. Center operations: As of Dec 8 the center has been open a year.

- There are over 2,000 visits a month to the center. Approximately 20% of those are new customers making a first visit.
- New services added in the past 6 months
  - Financial Literacy – Through a partnership with Harborstone Credit Union
  - Resume lab – in the evening to provide more 1 on 1 help to customers
- The WDC conducted a Certification site visit in November. Center will be certified.

- Seeking services to provide navigation to Mental Health providers
- 3 customers have been banned from the center due to inappropriate behavior. There is a policy that guides how to ban customers.
- During the past few months I have met with the following organizations to develop partnerships and to explore becoming affiliate sites:
    - Cohen Military Family Clinic
    - Erica Azcueta, Homeless & Household Stability
    - Associated Ministries

III. Customer Satisfaction

3rd Quarter Report Results - July 1, 2019 to October 6, 2019

- *JobSeeker* -– 658 responses.
    - Most responses to date coming from L&I, the center, the base and DSS sites/ESD primarily
    - I am working to increase responses from affiliate sites
    - Trends – more individualized instruction and we responded with the resume lab, Some facilities issues
- *Employers* – 81 responses.
    - Trends – food at employer events; better applicant pool, more follow-up after events, more notice of events. Center Business Team and Operations Team putting improvements in place.

IV. Partner Relationships and Management

Activities include:

- Responding to emails from partners about issues that need to be addressed at the center that go beyond the Center Manager's scope.
- Intervening with Partner Leaders when issues about how things are working arise.
- Managing the common referral system with United Way including adding new partners, making sure new staff is trained.
- Managing the Infrastructure Sharing Agreement and the Resource Sharing Agreement.
- Managing changes at the center to space and lease amendments.